

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Hyderabad – Permission for enhancement of rates of admission for four (4) screens in Tivoli Cinemas, Secunderabad – Accorded – Orders – Issued.

HOME (GENERAL. A.1) DEPARTMENT

G.O.Ms.No. 185

Dated:05-11-2012.
Read the following:-

1. From the Management, Tivoli Cinemas, Secunderabad Representation, Dt: 16.04.2012.
2. Govt. Memo. No.10963/Genl.A.1/2012-1, Dt: 25.04.2012.
3. From the Management, Tivoli Cinemas, Secunderabad Representation, Dt: 03.08.2012.
4. From the Management, Tivoli Cinemas, Secunderabad Representation, Dt: 16.08.2012.

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ORDER:

In the reference first read above, the Management, Tivoli Cinemas, Secunderabad has stated that the Tivoli Cinemas with four (4) auditoriums have now been refurbished with the following facilities:

1. Luxurious interiors and international cinematic experience with fully air conditioned auditoriums. Tivoli Cinemas are the only air conditioned cinemas in Secunderabad.
 2. Cinemas are equipped with plus seats and floor carpeting in the auditoriums.
 3. State of the art displays in the box office and F&B counter displaying information for customers.
 4. delicious food and beverage offerings.
 5. Ample parking facilities for the convenience of the cinegoers and citizens.
 6. Auto flush toilet facility with high levels of hygiene in the auditorium through constant house keeping efforts.
 7. Multiple security check equipments to ensure safe and secure environment in the cinemas.
 8. LED lights on every step rises in the auditorium seat lights as well as exit signs on invertors.
 9. Xenon console with the platter system.
 10. Efficiently designed acoustic system in auditoriums providing patrons with a superior sound quality.
 11. Digital sound systems with Dolby and DTS. Cinemas are also equipped with the latest digital projection system of Qube on wide screen in order to provide international cinematic experience.
 12. Increased number of Box Office counters with computerized ticketing facility. Internet and telephone booking are available. The process of booking tickets is made easy and convenient for customers.
2. The Management has further stated that the Tivoli Cinemas have raised the cinematic experience forever in Secunderabad with its beautiful ambience both inside and outside the auditorium.

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3. The Management, Tivoli Cinemas has further stated that by providing above facilities the project cost has increased tremendously and maintenance cost is comparatively very high when compared to any single screen cinema. Moreover, the luxurious plush seats occupy more space when compared to the regular seats which resulted in the decrease in the number of seats per auditorium. They have provided all the required Fire Safety measures as per the National Building Code, 2005 prescribed by the Fire Department.

4. In view of the above, the Management, Tivoli Cinemas, Secunderabad requested the Government to convert the four (4) auditoriums as a Multiplex named as "Tivoli Cinemas" since they have provided all requirements as per G.O.Ms.No. 486, Dt: 07.07.2007. It is also requested to enhance the rate of admission as permitted to various Multiplexes in the city and permission to screen (5) shows per day in each auditorium which enable them to maintain the cinemas as per international standards and providing the best cinematic experience to the cinegoers.

5. In the reference second read above, the Commissioner of Police, Hyderabad city has been requested to furnish his detailed report in the matter. The report is awaited.

6. In continuation to the representation in the reference first cited, the Management, Tivoli Cinemas in the reference third above has stated that they are facing huge loses as the maintenance and recurring cost of the cinemas is very high due to digital projection, luxurious cinematic chairs, high end audio equipments, huge electricity bill because of air condition and well lit cinema interiors and exteriors. The existing admission rates are too low to keep up with the expenses.

7. Further, the Management, Tivoli Cinemas has stated that they have complied with all the required fire safety measures as per the National Building Code, 2005 and No Objection Certificates are also issued to their auditoriums by the Fire Department. The theatres are spread over about 2 acres and there is plenty of parking as per the Cinematography norms.

8. The Management, Tivoli Cinemas has requested the Government to revise seating capacity and rates of admission as shown below and allow to screen (5) shows per day, pending final reports of the authorities.

Name of the Auditorium	Existing			Proposed	
		No. of seats	Rates	No. of seats	Rates
1.Tivoli Talkies	Balcony	361	Rs.60/-	302	Rs.125/-
	Stall	18	Rs.40/-	95	Rs.75/-
	1 st Class	95	Rs.10/-	--	--
Total		474		397	
2. Tivoli Deluxe	Balcony	247	Rs.55/-	199	Rs.125/-
	Stall	10	Rs.30/-	65	Rs.75/-
	1 st Class	65	Rs.10/-	--	--
Total		322		264	
3. Tivoli Talkies Mini	Balcony	42	Rs.60/-	42	Rs.125/-
	1 st Class	14	Rs.10/-	14	Rs.75/-
Total		56		56	
4.Tivoli Extreme	Balcony	430	Rs.55/-	666	Rs.125/-
	Stall	236	Rs.30/-	167	Rs.75/-
	1 st Class	167	Rs.10/-	--	--
Total		833		761	

(Contd....3)

9. In the reference 4th read above, the Management, Tivoli Talkies has stated that they have requested the Addl. Director General of Police and Director General of State Disaster Response and Fire Services to inspect and issue No Objection Certificate for conversion of Tivoli Cinemas into Multiplex Complex as the complex is fulfilling all the requirements of the fire safety.

10. Government have examined the request of the Management, Tivoli Talkies, Secunderabad for conversion of four (4) theatres in Tivoli Cinemas as a Multiplex, sanction of rate of admission as permitted to various Multiplexes in the city, revision of seating capacity in theatres, permission to screen (5) shows per day in each theatre or enhancement of rates of admission with revised seating capacity pending final reports of the authorities.

11. After careful examination of the matter, Government have decided to enhance the rate of admission by Rs.20/- (Rupees Twenty only) per ticket for each class in all four (4) theatres in Tivoli Cinemas Complex, Secunderabad subject to certain conditions as was imposed to other Multiplexes. It is also decided to defer the request for revision of number of seats and screening five (5) shows per day in each theatre till receipt of report from the Commissioner of Police, Hyderabad.

12. Accordingly, in exercise of the powers conferred under section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and clause (a) of sub-rule (3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government hereby accord permission to enhance the rate of admission by Rs.20/- (Rupees Twenty only) per ticket for each class in all four (4) theatres in Tivoli Cinemas Complex, Secunderabad. After enhancement, rates of admission shall be as follows:

Theatre		No. of seats	Existing rate of admission	Enhanced rate of admission
1. Tivoli Talkies	Balcony	361	Rs.60/-	Rs.80/-
	Stall	18	Rs.40/-	Rs.60/-
	1 st Class	95	Rs.10/-	Rs.30/-
Total		474		
2. Tivoli Deluxe	Balcony	247	Rs.60/-	Rs.80/-
	Stall	10	Rs.30/-	Rs.50/-
	1 st Class	65	Rs.10/-	Rs.30/-
Total		322		
3. Tivoli Talkies Mini	Balcony	42	Rs.60/-	Rs.80/-
	1 st Class	14	Rs.10/-	Rs.30/-
Total		56		
4. Tivoli Extreme	Balcony	430	Rs.55/-	Rs.75/-
	Stall	236	Rs.30/-	Rs.50/-
	1 st Class	167	Rs.10/-	Rs.30/-
Total		833		

13. Further, Government, defer the request for revision of number of seats and screening five (5) shows per day in each theatre till receipt of report of the Commissioner of Police, Hyderabad.

14. The enhanced rates of admission permitted at Para (12) above are subject to the following conditions being fulfilled by the Management, Tivoli Cinemas, Secunderabad.

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- a. The area earmarked for lobby for the use of cinegoers should not be let out for any commercial purpose in future.
- b. No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- c. The CCTV system shall be maintained without any interruption.
- d. Emergency evacuation plan shall be drawn and got approved by the Licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions).
- e. A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar theatre – Hon'ble Supreme Court Directions).
- f. The staff/usHERes including security staff should be periodically trained to operate the fire safety equipments during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar theatre- Hon'ble Supreme court Directions).
- g. While the theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances, the entry door (which can act as an emergency exit in the event of fire or other emergency) should be bolted from outside. At the end of the show, the usHERes may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- h. The emergency department telephone Nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- i. Night vision cameras to be installed specially at the box office to capture the images of the patrons buying tickets during the late evening hours.
- j. All gangways, exits and treads of steps and stairways shall be maintained with non-slippery surfaces at all times.
- k. The management should facilitate periodical inspection by Fire Officer concerned.
- l. The management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- m. The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.
- n. The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- o. The Management shall not convert or utilize any part of Parking area for any other purpose.

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15. The Commissioner of Police, Hyderabad City shall take necessary further action accordingly and send his report at earliest as called for in reference 2nd cited and his specific report on request for revision of seats.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M. CHAYA RATAN,
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

The Commissioner of Police, Hyderabad city, Hyderabad.

The Director General, State Disaster Response

and Fire Services, Andhra Pradesh, Hyderabad.

The Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad.

Copy to :-

The Management, 221, Bolton Road, Tivoli Compound, Secunderabad.

The P.S. to Minister for I& PR& Cinematography.

The P.S to Special Chief Secretary to Govt., Home Department.

Sc/Sf.

//FORWARDED:BY ORDER//

SECTION OFFICER.